DECLARES FACTORY RATING HAS SMALL MEANING TO BUYER

"It doesn't take a long memory to recollect the days when the advertised horsepower of a vehicle was largely taken into consideration by the inexperienced buyer in comparing automobiles," says H. T. Thomas, vice president and chief engineer of the Reo Motor Car company. "He might have narrowed his choice down to two cars that looked alike to him and sold for about the same price. But one was rated by the manufacturer as having a motor of 60 horsepower and the other claimed only 35. So he bought the first, only to find, perhaps, that a friend who bought the other make could pull past him in any sort of tough going.

"For a time the advantage seemed to be with the tallest claimer for there was a new crop of first-car buyers each spring. But the thing couldn't go on forever. The S. A. E. established a basis which, while it might not be accurate for all types of motor, was at least definite.

"The question of capacity rating for motor trucks is in must the state that horsepower rating of passenger motors was ten years ago. In consequence a maker's tonnage rating indicates next to nothing.

"There is no standard basis for the rating of trucks. Each maker now fixes his own rating and the rating depends in part on his modesty, or tendency to exaggerate. It depends in part on the conditions of use he has in mind when he rates it, and further on his own knowledge of his own vehicle.

"Take Reo for instance. Away back six year ago when we designed the Speedwagon it was a pioneer vehicle. It had pneumatic tires, electric lighting and starting, and passenger car speed—things unheard of in a truck. It was natural that we should then have rated this job conservatively.

"The Speedwagon passed out into the hands of Reo users and little by little they began to pile more and more upon it. Now we are frank to admit that 30,000 Reo owners through the years of use have proved that the Speedwagon is a stronger truck than we cared to claim for it in the beginning.

"No motor truck can be given a blanket rating which will be accurate under all conditions. So much depends on a driver. We cannot say whether our truck would have a capacity of 1,500 pounds or 3,000 without knowing the conditions of use.

"Some users prefer to haul large overloads on their Speedwagon and figure on buying a new one frequently, rather than using slower, more costly vehicles. Others keep near the ton mark, give the truck the utmost care, and have a five year expectancy. And other Speedwagon users usually have loads of less than a ton, but pile on more in the emergency, and find that with careful driving the truck comes through without harm.

"All of this does not even touch the problem of whether it's better to do the work by making two trips with a light, fast truck while a bigger truck would be making one."

ST. LOUIS DEALERS HAVE NOVEL PLAN TO REDUCE COSTS

St. Louis automobile dealers are still finding it profitable to make use of one feature of their business which resulted from war conditions. As a result of the governmental request for the elimination of night and holiday service to release men to motor transport service, the St. Louis Automobile Manufacturers' and Dealers' association selected the St. Louis Motor Service company to handle all work of this nature.

Not only did they discover that it made possible the release of a large number of men, but that it enabled them to reduce their expenses at a time when the manufacturers were finding it difficult to deliver them cars in adequate numbers.

After the signing of the armistice, most of the dealers continued to keep their places closed nights, Sundays and holidays, and consequently most of the road trouble coming at these times is taken care of by this healthily growing war baby.

At the outset, the new company installed four Dodge Brothers motor cars which they put to use as service cars. So satisfactory is the response to the crying demands made upon them, that the officials of the company have expressed their intention to add to their fleet as the occasion demands.

SALES OF IRRIGATION EQUIPMENT SHOWING GREAT GAIN IN STATE

If indications of preparations being made by land owners throughout Arizona are any criterion, this state will become one of the foremost in the country in point of production before a very long time.

There are many things that point to this assumption, not the least among them being the vast amount of irrigation equipment being sold in the various irrigation districts, which equipment of course is being installed to cultivate the land and raise production of various kinds.

One company alone, the Western Machinery company of Los Angeles, California, having branch offices in Phoenix, Tucson and Casa Grande, reports sales of irrigation equipment running close on to a million dollars this year with a possibility, if sales keep up at the present rate, of going away over that figure.

The Western Machinery company are well known throughout the farm, cattle and mining districts of Arizona, where their equipments are being used in large numbers. The company claims to be selling about eighty per cent of the irrigation equipment that is being sold in Arizona at this time and from the number of installations they are making, there is no reason to doubt these figures.

It is a good sign for Arizona that sales of such equipment are running into such high figures. It has not been so long ago that the wise ones predicted that Arizona would never be up in the front ranks as a producer of products of the soil. But Arizona will and it won't be so far in the future either.

R. R. Schweitzer, general manager of the Western Machinery company, who is well known in this city, predicts that within the next ten years Arizona will surprise the nation in the volume of her products. And let us say right here that there are few men in the southwest as well informed regarding conditions of this kind in Arizona as he is.

FIRESTONE PEOPLE PLAN CO-OPERATION

Co-ordination of selling and production departments so as to give the best service to consumers is something for which big industries all over the country are striving. How best to secure this co-ordination is a problem which industrial experts are solving in varied anu numerous ways.

Many corporations have formed departments whose particular duty it is to supply this vitally necessary link in their organizations. To these departments several have applied the name sales engineering, signifying that the department is composed of technical men who are applying their mechanical knowledge to the solution of problems that confront the sales organization.

Such a department is in operation in the factories of the Firestone Tire and Rubber company at Akron, Ohio. In its broadest sense the department is the connecting link between the producer and the consumer, for in its last analysis, its object is "service."

Engineers in this department are men trained in tire construction methods but also versed in all the other various branches of the automotive industry. Some of them are experienced truck engineers and others give their particular attention to automobiles. Others have made a study of rubber and fabrics. Still others have studied the problems of the accessory dealer, the tire repair man and vulcanizer.

These engineers are working with the thought constantly in mind that the broad requirements of truck and passenger car operation cannot be filled by any one type of tire and that they must be always on the alert in devising new ways in which a product can be made more serviceable to the purchaser. They are everywhere at work in the field, studying performances of tires under various conditions, conferring with truck and passenger car manufacturers and seeking to know the tire needs of their business, or in the factory applying the knowledge gained in the field.

A large fleet of test cars is operated by the company as a further source of information in this respect. It is always at work, units traveling in all sections of the country and under all sorts of conditions.

As the result of this work the department is in a position to supply the needed co-ordination between the production and sales organizations of the company. They supply to the tire builder a knowledge of what the consumer is looking for in tires. They tell the sales department what qualities the tire builder has put into his product to make it so that it will fulfill certain conditions and thus guide the salesman in his efforts to help the consumer in the selection of the right tire for his truck or passenger car.

The plan is working well in the Firestone organization. With changes to suit special requirements it could be adapted readily to other industries.

SHORTER DRAW BAR MEANS LESS FUEL

The additional fuel required to handle a trailer in connection with a truck is governed entirely by the amount of draw-bar pull necessary. It is therefore important to select a trailer that will operate with least resistance and will require the smallest amount of draw-bar pull.

Utility trailers, by actual road tests, require much less draw-bar pull than any other make of trailer. This is because of the mechanical correctness of each part, permitting greatest freedom from resistance. The wheels are accurately set at the right pinch and alignment is maintained by the patented steering device, whether the trailer is light or loaded to capacity.

It is interesting to note that from actual records kept by some of the largest corporations it has been conclusively proved that one 5-ton truck operated with a Utility trailer in connection uses less than a 5-ton truck carrying a 2-ton overload.

An added refinement is the reciprocating spring in the coupler bar. Two heavy coil springs are mounted on coupler bar bolt as shown in the illustration. The pull of the coupler bar bolt compresses the rear spring and in quick stops the forward spring is compressed. The entire pull must first go through the rear spring before passing to the trailer frame. The jerk and jar of quick starts and stops are absorbed in these springs.

It makes no difference what your wants may be, you can have them supplied by using and reading The Republican Classified Pages—Arizona's greatest advertising medium.